

Intelligent Mail Package Barcode (IMpb™) and Electronic Documentation Requirements Overview

Juliaann Hess
Manager Shipping Information Systems
July 8, 2014

To listen to a recording of this presentation please visit:

<https://usps.webex.com/usps/lsr.php?RCID=8d2764ae40b7426c8a40289d8b6bd880>

Note: The following slides have been updated in this presentation. The recording does not reflect these changes.

Slide 10: The Application Identifier corresponding to PC Postage and meter users was corrected.

Slide 15 & 16: Reference to address information placed in the Detail 1 record was removed from slide 15 (which describes SSF version 1.6) and added to slide 16 (which describes SSF versions 1.7 & 2.0)

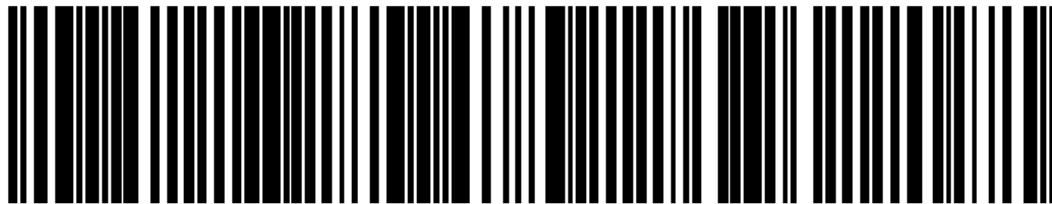
- IMpb and Electronic Documentation Overview
- Implementation Requirements
- Resources
- Questions/Comments

- Unique IMpb tracking or Extra Services barcode
- Shipping Services File Version 1.6 or higher populated correctly with required fields
 - Version 1.7 or 2.0 preferred
- Destination delivery address and/or Delivery Point Validated (DPV) 11-Digit ZIP Code
 - Destination ZIP+4 Code acceptable until January 25, 2015
- Legacy tracking barcode and Shipping Services File formats acceptable until January 25, 2015

What is it?

The Intelligent Mail Package Barcode (IMpb) is the next generation tracking barcode and the critical bridge between physical packages and digital information required to enable world class service and tracking for our package products.

USPS TRACKING #



9211 7900 0065 8976 0000 59

Critical to 100% Package Visibility!!

What does it do for you?

Supports 100% Package Visibility and World Class Service and Tracking

- **A unique tracking barcode on every package**
- **Scans at key touch points, full end-to-end tracking**
- **Tracking built in for major shipping products**

- First-Class Package Services
- Priority Mail
- Parcel Select, including Parcel Select Light Weight
- Standard Post
- Returns



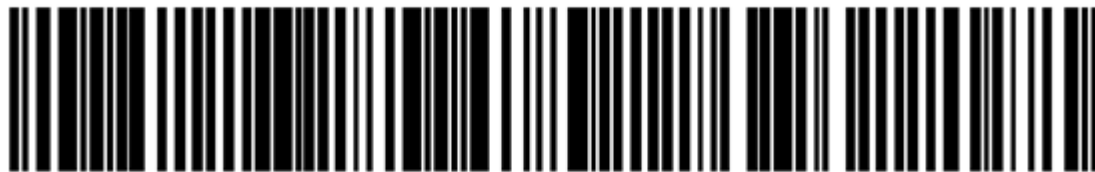
- **Rich digital information improves service and the customer experience**

- Access to the best prices for package products
- End-to-End tracking information at no additional charge for Competitive Products
- Proactively manage expectations – you and your customers know when to expect your packages to arrive
- Access to Priority Mail baked-in insurance up to:
 - \$50 for Retail and Commercial Base Pricing
 - \$100 for Commercial Plus customers
- Required for new products, services and features

- 3-digit service type codes identify product class and extra service combination
- Eliminates multiple barcodes on a package
 - Neater label, simpler customer experience
- Supports 6-digit or 9-digit numeric Mailer IDs
 - Longer serial numbers provides uniqueness, synergy
- Destination routing information in the barcode facilitates automated sorting
- Channel-specific Application Identifiers (AI)
- Supports nesting packages to containers for greater visibility

What's represented in the barcode?

USPS TRACKING #



9312 3123 4561 2345 6789 01

UCC/EAN Code GS1-128

Format C05 - Commercial Mail (6 digit MID, ZIP+4)

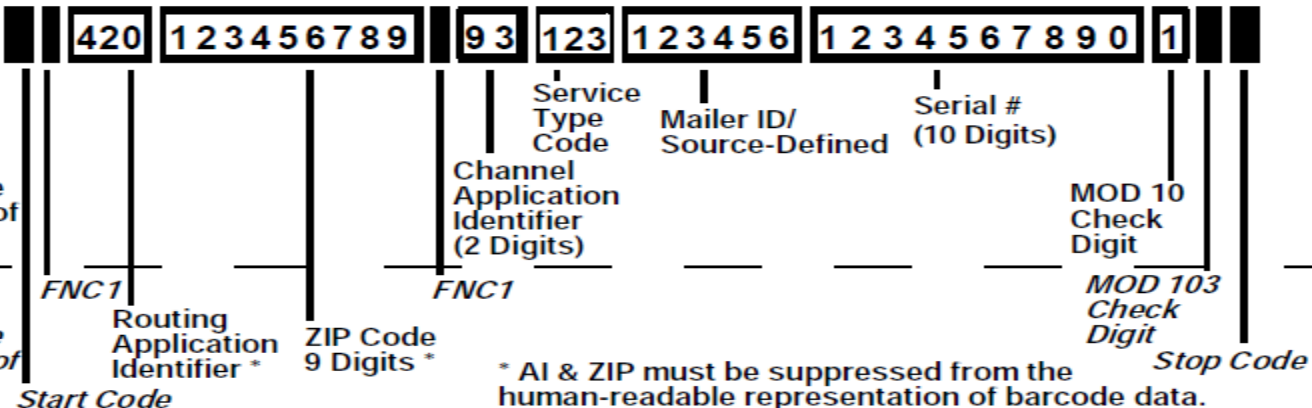
34 digits

human-readable
representation of
barcode data

9312 3123 4561 2345 6789 01

(above line)
items shown in
human-readable
representation of
barcode data

items NOT
shown in
human-readable
representation of
barcode data



**Note: Barcode is an art image only and is not to spec or scale.*

Channel-specific Application Identifiers (AI)

- 92 – Permit with 9-digit Mailer ID
- 93 – Permit with 6-digit Mailer ID
- 94 – PC Postage or Meter User
- 95 – Retail Systems
- AI **must** be included in the tracking number

Multiple barcode constructs to fit a variety of business models

Als 92 and 93 for Permit Customers

		POSTAL ROUTING CODE		TRACKING NUMBER						
Code	Description	Postal Routing AI	Dest ZIP	Channel AI	STC	MID	Serial Number	Check Digit	PIC Length	Total Barcode Length
C01	Commercial Mail - (Nine-digit Mailer ID, 9-digit ZIP Code)	3	9	2	3	9	7	1	22	34
C02	Commercial Mail - (Nine-digit Mailer ID, 5-digit ZIP Code)	3	5	2	3	9	11	1	26	34
C03	Commercial Mail - (Nine-digit Mailer ID, 5-digit ZIP Code)	3	5	2	3	9	7	1	22	30
**C04	Commercial Mail - (Nine-digit Mailer ID, No ZIP Code)	0	0	2	3	9	7	1	22	22
C05	Commercial Mail - (Six-digit Mailer ID, 9-digit ZIP Code)	3	9	2	3	6	10	1	22	34
C06	Commercial Mail - (Six-digit Mailer ID, 5-digit ZIP Code)	3	5	2	3	6	14	1	26	34
C07	Commercial Mail - (Six-digit Mailer ID, 5-digit ZIP Code)	3	5	2	3	6	10	1	22	30
**C08	Commercial Mail - (Six-digit Mailer ID, No ZIP Code)	0	0	2	3	6	10	1	22	22
**C09	Commercial Mail - (Six-digit Mailer ID, No ZIP Code)	0	0	2	3	6	14	1	26	26
**C10	Commercial Mail - (Nine-digit Mailer ID, No ZIP Code)	0	0	2	3	9	11	1	26	26

Note: The AI must be included in the tracking number!

Multiple barcode constructs to fit a variety of business models

AI 94 for PC Postage and Meter Customers

		POSTAL ROUTING CODE		TRACKING NUMBER							
Code	Description	Postal Routing AI	Dest ZIP	Channel AI	STC	Source ID	MID	Serial Number	Check Digit	PIC Length	Total Barcode Length
**N01	Online / PC Postage Label - (Six-digit Mailer ID, 5-digit ZIP Code)	3	5	2	3	2	6	8	1	22	30
**N02	Online / PC Postage Label - (Six-digit Mailer ID, 9-digit ZIP Code)	3	9	2	3	2	6	8	1	22	34
**N03	Online / PC Postage Label - (Six-digit Mailer ID, No ZIP Code)	0	0	2	3	2	6	8	1	22	22
**N04	Online / PC Postage Label - (Nine-digit Mailer ID, 5-digit ZIP Code)	3	5	2	3	2	9	5	1	22	30
**N05	Online / PC Postage Label - (Nine-digit Mailer ID, 9-digit ZIP Code)	3	9	2	3	2	9	5	1	22	34
**N06	Online / PC Postage Label - (Nine-digit Mailer ID, No ZIP Code)	0	0	2	3	2	9	5	1	22	22

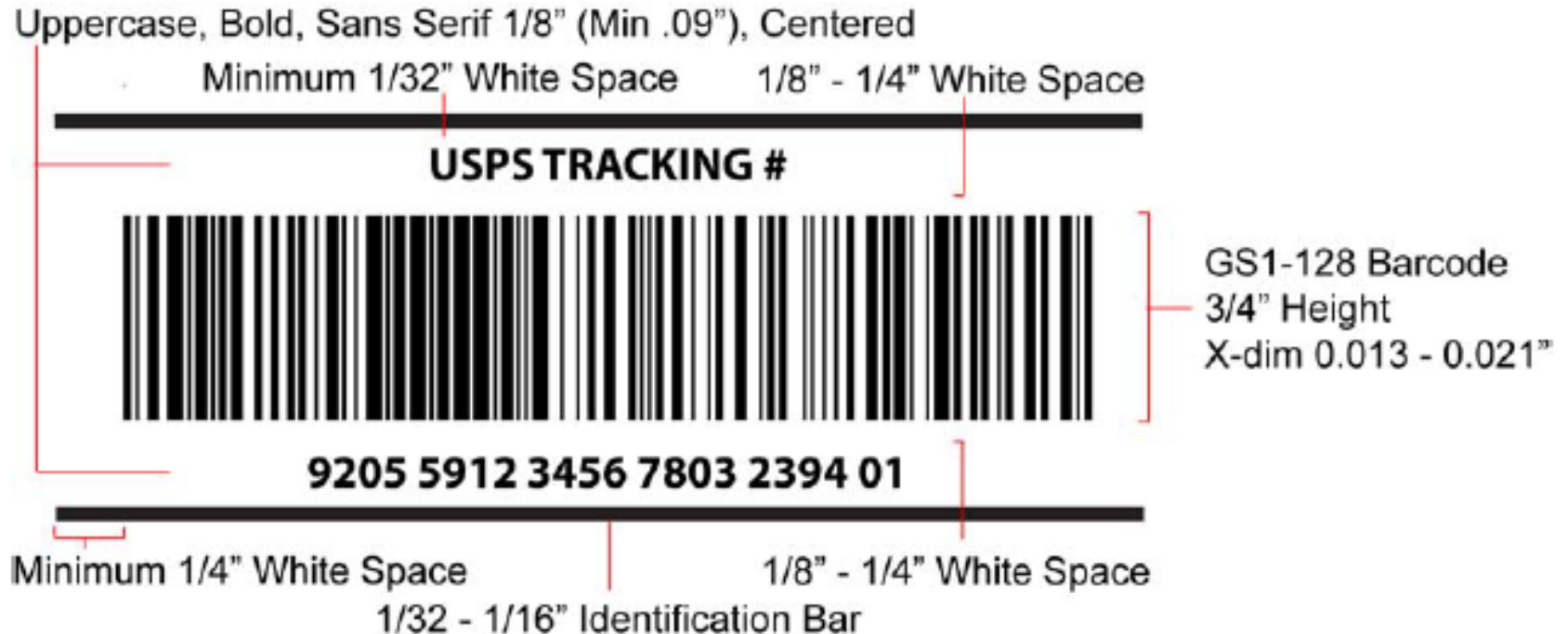
Note: The AI must be included in the tracking number!

Unique 3-Digit Service Type Codes (STCs) represent Product and Extra Services in one barcode

STC	Full Description	Class of Mail	Banner Text	Extra Service Code 1st Service	Extra Service Code 2 2nd Service	Extra Service Code 3 3rd Service	Extra Service Code 4 4th Service	Extra Service Code 5 5th Service	CS (Y/N)	eVS (Y/N)
062	Priority Mail: USPS Tracking, Insurance > \$200	PM	USPS SIGNATURE TRACKING #	931	920				Y	Y
065	Priority Mail: Insurance > \$200, Return Receipt	PM	USPS SIGNATURE TRACKING #	931	955				Y	Y
066	Priority Mail: Insurance > \$200, Return Receipt Electronic	PM	USPS SIGNATURE TRACKING #	931	957				Y	Y
067	Priority Mail: Insurance > \$200, Return Receipt Electronic, Restricted Delivery	PM	USPS SIGNATURE TRACKING #	931	957	950			Y	Y
068	Priority Mail: Insurance > \$200, Return Receipt, Return Receipt Electronic	PM	USPS SIGNATURE TRACKING #	931	955	957			Y	Y
069	Priority Mail: Insurance > \$200, Return Receipt, Return Receipt Electronic, Restricted Delivery	PM	USPS SIGNATURE TRACKING #	931	955	957	950		Y	Y
070	Priority Mail: Insurance > \$200, Return Receipt, Restricted Delivery	PM	USPS SIGNATURE TRACKING #	931	955	950			Y	Y
071	First Class Mail: Certified Mail	FC	USPS CERTIFIED MAIL™	910					Y	N
072	Priority Mail: Insurance > \$200, Restricted Delivery	PM	USPS SIGNATURE TRACKING #	931	950				Y	Y

Note: Sampling of STCs only.

IMpb STCs are different and distinct from IMb STIDs



Shorter, 1/2" barcode height allowed for smaller packages with approval

One file version and four types support all services

- File Type 1 for eVS and Scan Based Payments
 - File Type 2 for non-eVS
 - File Type 3 for PRS
 - File Type 4 for Corrections
- **Supports IMpb and legacy tracking barcodes**
- **Address information in the Detail 2 Record**
- **Fixed length version only**

Implemented with PTR Launch April 2013 and supports:

- eVS payments for international package shipments
- Electronic submission of US Customs information
 - Via new Detail 3 and Detail 4 records
- Return Address Information for each package
- Container Records for logical nesting (PTR Release 2.0)
- Address information in the Detail 1 Record
 - No separate Detail 2 Record required to provision address

Both file version includes same data elements

- Version 1.7 - Fixed Length
- Version 2.0 - Pipe Delimited

Preferred file format

- Version 1.6 will still be supported as v1.7 and 2.0 are optional

New Standards to Enhance Package Visibility

- **aka IMpb 2.0**
- **Final Rule published December 18, 2013**
- **Implementation Date – January 27, 2014**
- **Extended IMpb requirements to all Commercial Parcels and items with trackable Extra Services**
 - **Competitive Products January 27, 2014**
 - **Transition periods for customers shipping:**
 - Market Dominant Parcels until September 7, 2014
 - Merchandise Return Service until September 7, 2014
 - Using Certified Mail or Registered Mail until January 25, 2015
 - Business Reply Mail Parcels – *Deferred until a future date*
- **Destination Delivery Address and/or Delivery Point Validated 11-digit ZIP Code required in the electronic file January 25, 2015**

New Standards to Enhance Package Visibility – Good news....

- **Presort and destination entry discounts no longer tied to IMpb compliance**
- **Per piece Non-Compliance Fee implemented with compliance thresholds**
- **Meter customers retain Commercial Base pricing until January 25, 2015**
 - **However, unique IMpb, Label 400 – USPS Tracking, or special IMpb required for all parcels**
- **Exceptions requests processed through VP Sales**



- **Per Piece fee for non-compliant pieces - \$0.20**
 - **Competitive Products only**
- **Extending non-compliance fee to Market Dominant products dependent on rule making process and PRC approval**

IMpb Compliance Thresholds	Jan 2014	Sept 2014	Jan 2015
Unique trackable barcode IMpb or Legacy	98%	99%	99% IMpb Only
Destination delivery address, 11-Digit DPV ZIP Code or ZIP + 4 Code in file	93%	95%	98% Destination Delivery Address or 11-Digit DPV Only
Shipping Services file v1.6 or higher, including required data elements	90%	95%	97%

New Requirements since last version of rules....

- **Identification of hazardous materials and live animal shipments**
 - Transition period until September 7, 2014
- **No Commercial Plus pricing for meter customers not meeting full IMpb requirements**
- **IMpb needed for ‘baked-in’ insurance on Priority Mail**
- **Concatenated, unique IMpb or tracking barcode required on all Merchandise Return Service parcels**
 - Transition period until September 7, 2014 for concatenated barcode
 - Transition period until January 25, 2015 for IMpb
- **BRM elimination for parcel-shaped returns deferred**

All required fields must be populated in Shipping Services File (SSF) in addition to Address Information including but not limited to:

- All postage fields required for Type 1 and Type 2 files
 - File edits are simplified, same rules for Types 1 and 2 files
- Transaction ID
- Payment/Permit Account # and Post Office of Account ZIP Code
- Method of Payment
- SSF transmission needs to occur before tender to USPS
- By/For – Voluntary Compliance with monitoring
 - Identify the Mail Owner and Mailing Agent in SSF 1.6 or higher, Mail.dat and Mail.XML by use of unique MIDs or CRID
 - By/For required for CPP, Non-Profit Standard Mail, and Hazmat

New Standards to Enhance Package Visibility

Alternate Ways to Meet Requirements

- **Bound Printed Matter (BPM) Parcels may use Mail.dat in lieu of SSF**
- **Priority Mail**
 - Flats in a high-speed environment may use IMb and Mail.dat or Mail.xml documentation in lieu of IMpb
 - No extra services, International or Priority Mail Express permitted
 - Requires USPS approval – send request to IMpb@usps.gov
 - Does not qualify for ‘baked-in’ insurance
- **Priority Mail Express**
 - US Postal Service Corporate Account users are excluded from the IMpb requirement at this time

New Standards to Enhance Package Visibility

Alternate Ways to Meet Requirements

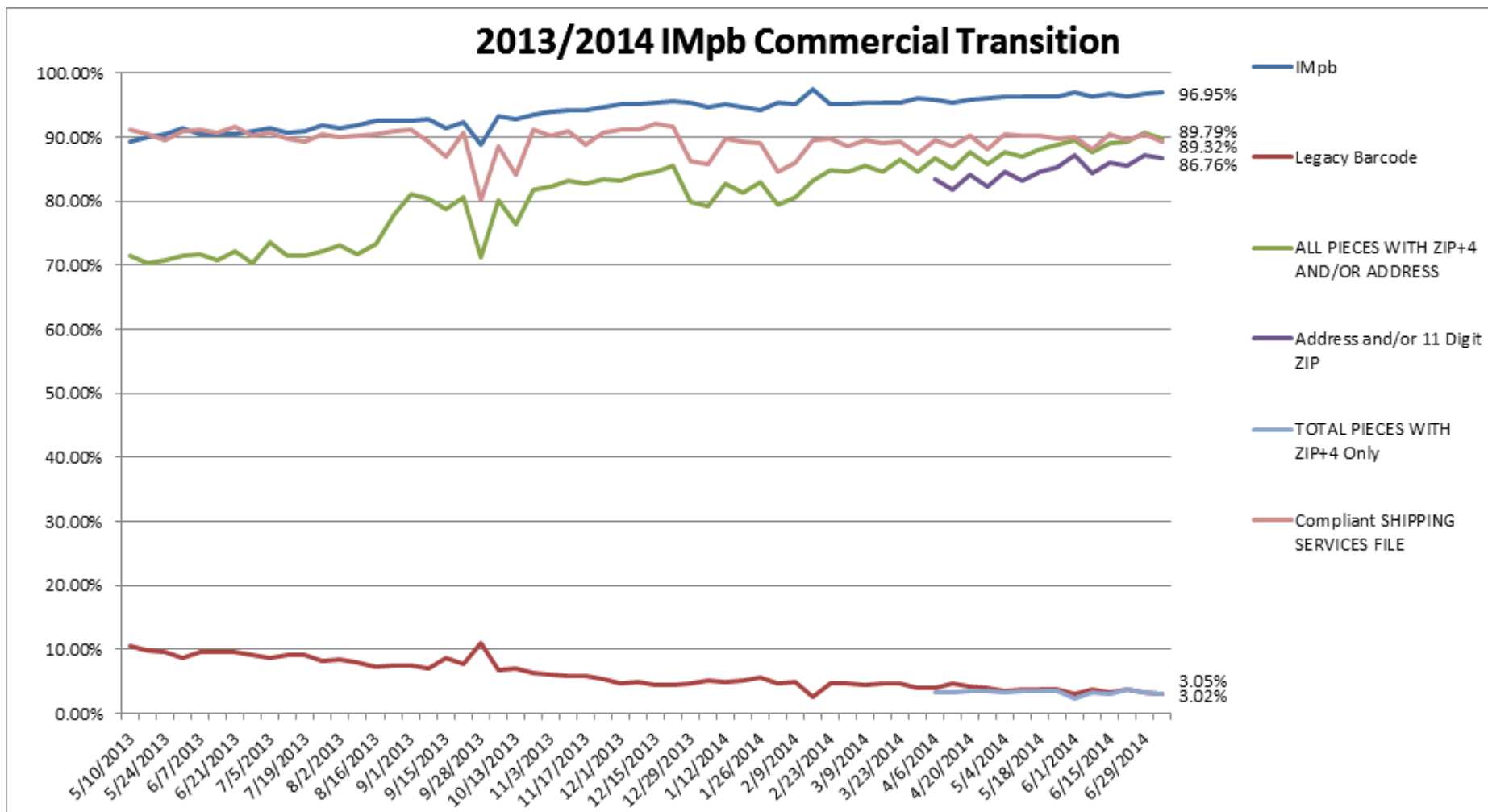
- **Standard Mail Parcels**

- Marketing and Non-Profit parcels will require a unique IMpb or a unique IMb
 - Includes product samples
 - Excludes Regular and Non-Profit Standard Mail product samples with simplified address or Detached Address Labels
- Standard Mail parcels using unique IMbs may use either Mail.dat or Mail.XML in lieu of the SSF
- Standard Mail parcels presorted and containerized to 5-digit level may use IMbs
- IMbs must remain unique for 45 days

Adoption Metrics for May 1-31, 2014

<i>Class of Mail</i>	% IMpb	% Address or ZIP+4	% Compliant SSF
<i>PS LightWeight</i>	98.48%	88.55%	97.36%
<i>First-Class Mail</i>	94.01%	92.72%	89.15%
<i>Parcel Select</i>	97.94%	95.05%	98.09%
<i>Priority Mail</i>	99.44%	96.33%	97.38%
<i>Bound Printed Matter</i>	98.50%	67.80%	80.66%
<i>Unspecified</i>	41.19%	0.20%	0.07%
<i>Media Mail</i>	99.50%	91.84%	89.74%
<i>Standard Mail Marketing</i>	99.08%	74.83%	90.59%
<i>Priority Mail Express</i>	66.69%	80.61%	66.04%
<i>Standard Mail</i>	99.95%	34.85%	34.70%
<i>Standard Post</i>	96.99%	90.54%	90.15%
<i>Critical Mail</i>	100.00%	92.29%	97.70%
<i>Library Mail</i>	98.17%	90.12%	90.22%
Total	96.43%	89.33%	92.56%

* Barcoded Volume Only
Source: Product Tracking & Reporting



USPS Product Tracking & Reporting™ (PTR) System

128

Capable of
handling
128+ billion
records

18.5

Tracking data
available within
18.5 minutes

15

15 minute
average E2E
provisioning of
scans to mailers
(down from 40
minutes)

7.1

7.1 billion
transactions
processed in
December
2013,
(up from 2.7b
SPLY)



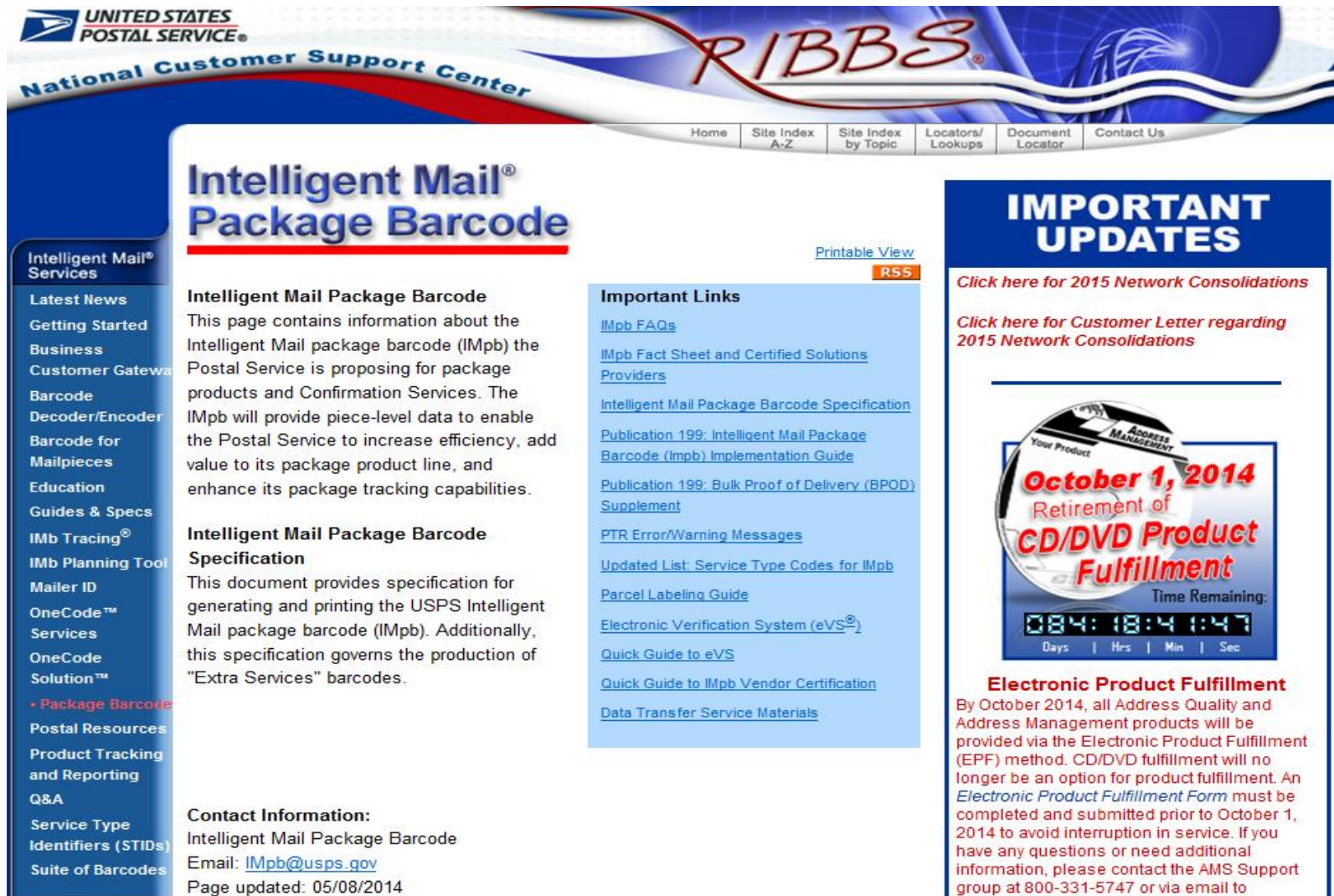
**Parcel Handling Technology of the Year:
USPS's PTS-2**

***"It was business as usual for us.
We appreciate the smooth
transition and the safeguarding of
the customer experience."***

- Brad Obert, senior transportation
manager for Amazon Fulfillment
Services.



<https://ribbs.usps.gov/index.cfm?page=intellmailpackage>
Or email IMpb@usps.gov



Intelligent Mail® Package Barcode

[Printable View](#) [RSS](#)

Important Links

- [IMpb FAQs](#)
- [IMpb Fact Sheet and Certified Solutions Providers](#)
- [Intelligent Mail Package Barcode Specification](#)
- [Publication 199: Intelligent Mail Package Barcode \(IMpb\) Implementation Guide](#)
- [Publication 199: Bulk Proof of Delivery \(BPOD\) Supplement](#)
- [PTR Error/Warning Messages](#)
- [Updated List: Service Type Codes for IMpb](#)
- [Parcel Labeling Guide](#)
- [Electronic Verification System \(eVS®\)](#)
- [Quick Guide to eVS](#)
- [Quick Guide to IMpb Vendor Certification](#)
- [Data Transfer Service Materials](#)

Important Updates

[Click here for 2015 Network Consolidations](#)

[Click here for Customer Letter regarding 2015 Network Consolidations](#)

October 1, 2014 Retirement of CD/DVD Product Fulfillment

Time Remaining: 084:18:41:47
Days | Hrs | Min | Sec

Electronic Product Fulfillment

By October 2014, all Address Quality and Address Management products will be provided via the Electronic Product Fulfillment (EPF) method. CD/DVD fulfillment will no longer be an option for product fulfillment. An *Electronic Product Fulfillment Form* must be completed and submitted prior to October 1, 2014 to avoid interruption in service. If you have any questions or need additional information, please contact the AMS Support group at 800-331-5747 or via email to

Contact Information:
Intelligent Mail Package Barcode
Email: IMpb@usps.gov
Page updated: 05/08/2014



Publication 199: Intelligent Mail Package Barcode

(IMpb) Implementation Guide for: Confirmation Services and Electronic Verification System (eVS) Mailers

United States Postal Service Document

© 2014 United States Postal Service



Important Links

- [Quick Guide to eVS](#)
- [eVS Publications & Instructions](#)
- [eVS File Layouts](#)
- [eVS Approved Product List](#)
- [eVS Forms](#)
- [IMpb Certified Solutions Providers](#)

Contact Information:
eVS
Phone: 877-264-9693
Email: eVS@usps.gov
Page updated: 03/04/2014



Parcel Labeling Guide

POSTAL SERVICE

39 CFR Part 111

New Standards To Enhance Package Visibility

AGENCY: Postal Service™.

ACTION: Final rule.

SUMMARY: The Postal Service is revising *Mailing Standards of the United States Postal Service*, Domestic Mail Manual (DMM®) to require the use of Intelligent Mail® package barcodes (IMpb) on all commercial parcels, and to require the transmission of supporting electronic documentation including piece-level address or ZIP+4® Code information. Included in these new requirements is a per-piece price adjustment for mailpieces not complying with the IMpb standards. The Postal Service is also adding DMM reference to a future requirement to use a complete destination delivery address or an 11-digit delivery point validated ZIP Code™ in the mailer's electronic documentation.

DATES: Effective date: January 26, 2014.

FOR FURTHER INFORMATION CONTACT:
Juliaann Hess at 202-268-7663 or
Rachel Devadas at 202-268-3881.

USPS2000508 - Barcode Package Intelligent Mail Specification 2011-12-29 Rev E.doc



Barcode, Package, Intelligent Mail®

SPECIFICATION

USPS2000508 CAGE CODE 27085

Approval Block	
PROJECT ENGINEER 12/29/2011	W. Barocheck
PROJECT MANAGER 12/29/2011	H. Patel
DEPT MANAGER 12/29/2011	S. Dearing
CM STAFF 12/29/2011	S. Ashby

UNITED STATES POSTAL SERVICE DOCUMENT

THIS DOCUMENT PREPARED IN ACCORDANCE WITH USPS STD-11

© 2011 United States Postal Service

<http://www.gpo.gov/fdsys/pkg/FR-2013-12-18/pdf/2013-30023.pdf>

Webinar Title	Webinar Date	Speakers
✓ IMpb Impacts on Returns	March 11, 2014	Juliaann Hess Kevin Gunther
✓ Transition of BRM Parcels to MRS	April 8, 2014	Juliaann Hess Richard Thornton
✓ Returns Containing Mailable Hazardous Materials	May 13, 2014	Juliaann Hess Kevin Gunther
✓ Scan Based Payment for Returns	June 10, 2014	Richard Thornton Kevin Gunther
✓ IMpb Overview	July 8, 2014	Juliaann Hess
IMpb Impacts for Market Dominant Products	August 12, 2014	Juliaann Hess Lizbeth Dobbins
IMpb Impacts on Extra Services	September 9, 2014	Juliaann Hess Karen Key
IMpb Compliance	October 14, 2014	Juliaann Hess Heather Dyer

IMpb Overview

Webinar

The webinar is now concluded

**A copy of this PowerPoint presentation will be posted on the
Industry Outreach Page on RIBBS**

RIBBS Website:

<https://ribbs.usps.gov/index.cfm?page=industryoutreach>